



# Comprehensive Plan

Open House #1

05.25.2023





# Attendees

Sign in Sheet



28

Kiosk Registered



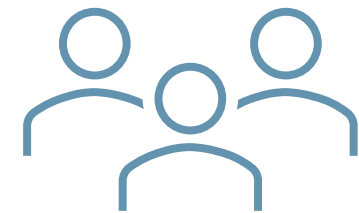
37

Kids



15

Total



80



# Independence Retail Centers



Repurpose vacant/abandoned building & lots



Save the existing trees



Traffic improvements



Increase safe bicycle/pedestrian access to Downtown



# Entertainment Sportsplex District



Wider variety of consumer activities  
"A Full Saturday Experience"



Wider variety of Recreational activities geared for adults and seniors





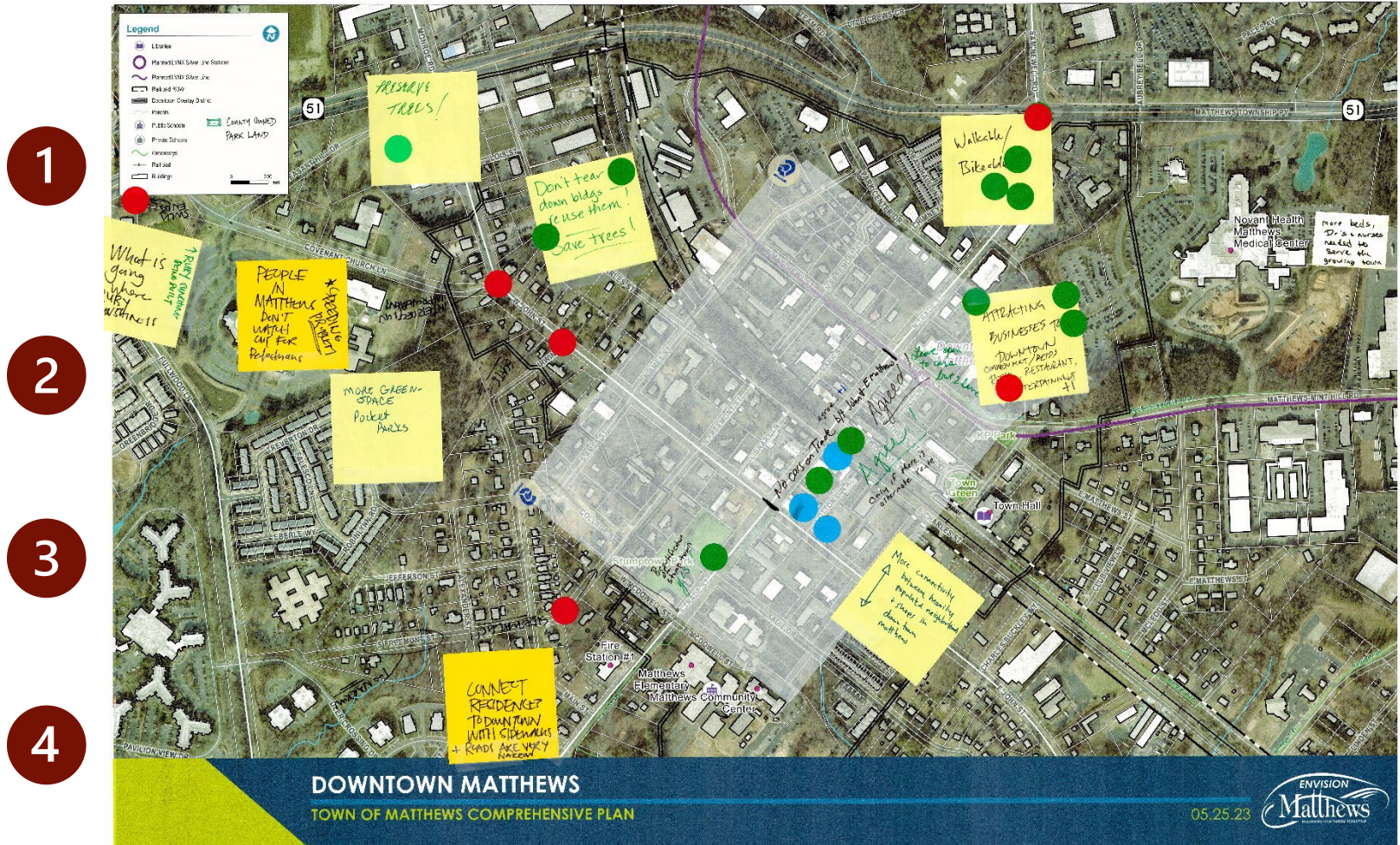
# Downtown

No cars (Bike/Ped Only) on Trade Street between John St and E Matthews St

Improve multi-modal connections between the surrounding neighborhoods and Downtown

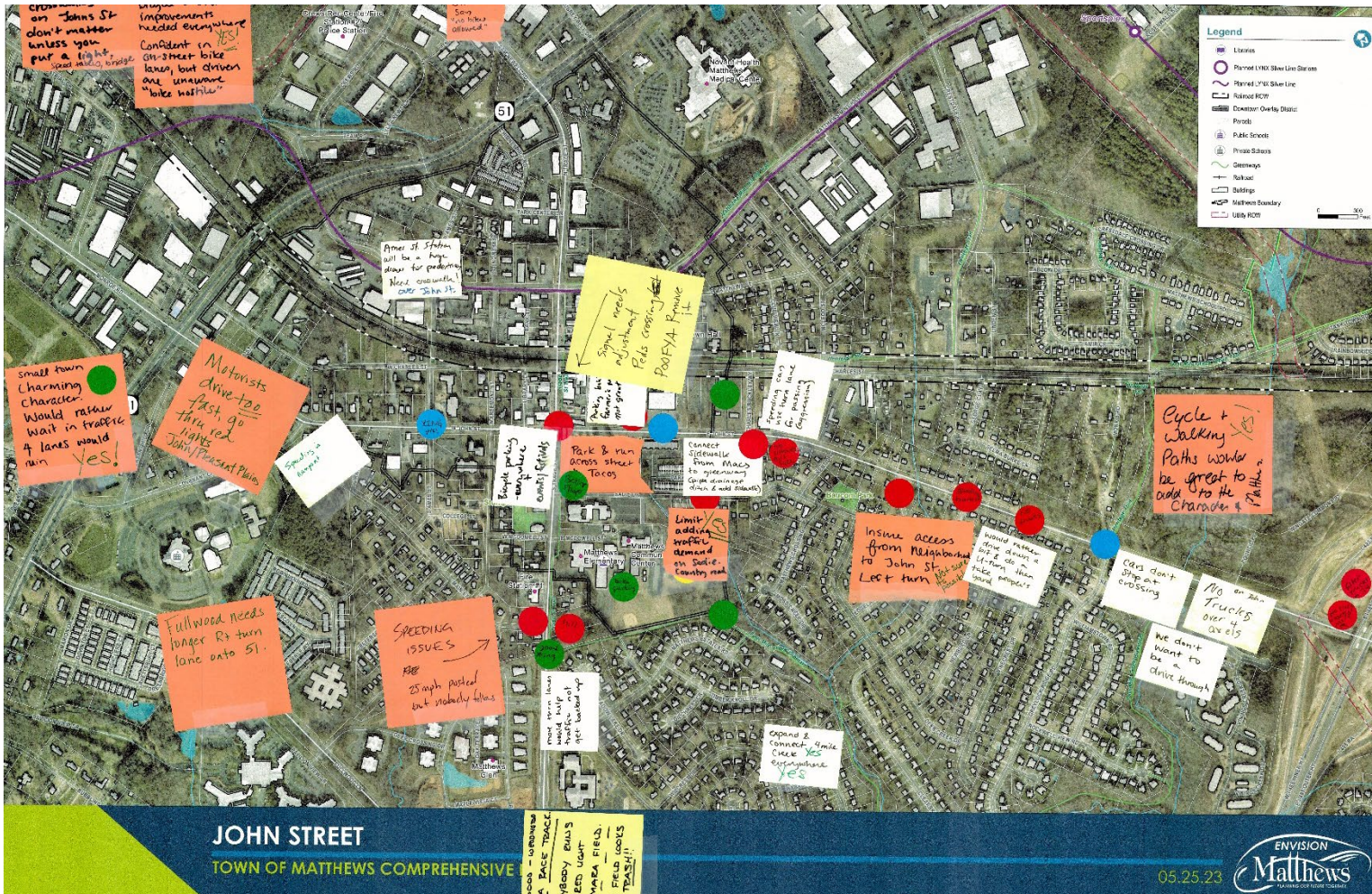
More greenspace & pocket parks

Attract businesses to Downtown





# John Street



Concern regarding speeding and reckless driving



## Safe pedestrian crossings with signaling



## More bike parking



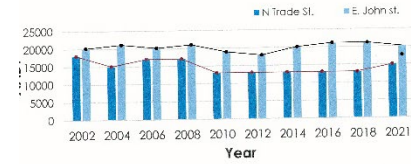
Re-route higher axle vehicles off John St



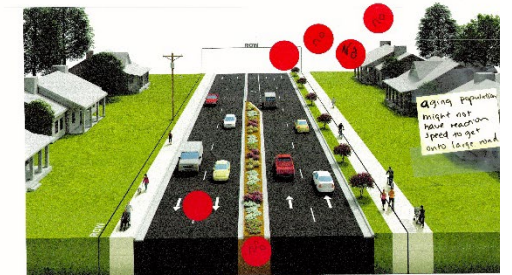
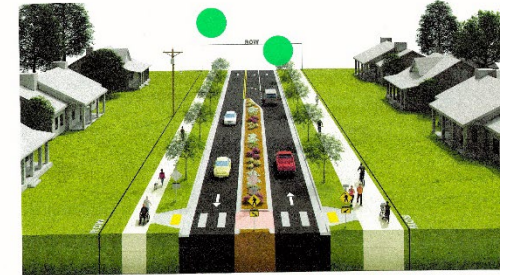
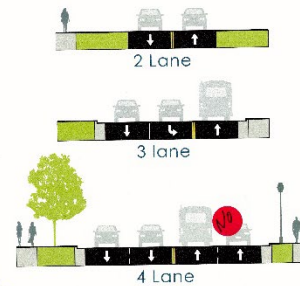
# John St. Options

## In Favor of:

- Alternative A: 2-lane Section
- Wider sidewalks
- Bigger vegetation buffer
- Wider median
- Main Street design type to keep the smalltown charm



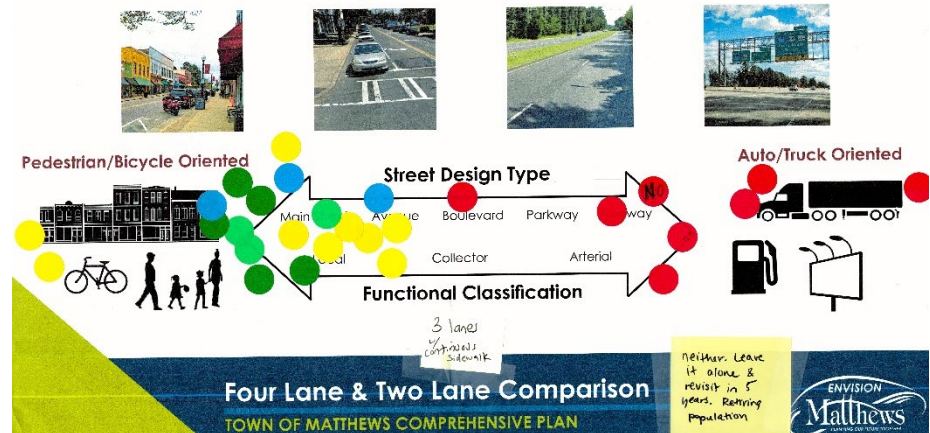
## JOHN STREET EXISTING CROSS SECTIONS



## JOHN STREET OPTIONS

TOWN OF MATTHEWS COMPREHENSIVE PLAN

05.25.23





# More of This, Less of That...

## 35 Participants

### More of This, Less of That...

20

Select the circle under each pair of statements below that best represents your preference between the two options. The closer your circle choice is to one of the options (left or right) represents a stronger preference for that condition. No preference between the pair of statements should be represented by the middle circle in the row (i.e., value of 50).

Your response to this survey will help the project team create alternative growth and development scenarios for the town, which will be used to measure impacts and evaluate options for creating the future land use map that will be included in the new comprehensive plan document.

| ← Really Important   | ← Somewhat Important | No Opinion, or I Prefer Neither | Somewhat Important → | Really Important → |
|--|----------------------|---------------------------------|----------------------|--------------------|
| I prefer development that brings more jobs to Matthews.  |                      |                                 |                      |                    |
| I prefer development that brings more residents to Matthews.   |                      |                                 |                      |                    |
| 0  | 25                   | 50                              | 75                   | 100                |
| I prefer shorter buildings that may take up more space on a lot or parcel leaving little space for anything else.  |                      |                                 |                      |                    |
| I prefer taller buildings that take up less space on a lot or parcel, and provide opportunities for additional open space or site amenities (e.g., plaza or green space).      |                      |                                 |                      |                    |
| 0  | 25                   | 50                              | 75                   | 100                |
| I prefer homes on large lots that provide "private" open space for homeowners: large front and back yards.   |                      |                                 |                      |                    |
| I prefer homes on small lots and a substantial increase in the amount of nearby "public" open space accessible to residents: parks, athletic fields, and recreation buildings. |                      |                                 |                      |                    |
| 0  | 25                   | 50                              | 75                   | 100                |
| I am not concerned about access to a local transit system serving Matthews residents and businesses.   |                      |                                 |                      |                    |
| I would like to see the town do its part to provide a local transit system serving Matthews residents and businesses.  |                      |                                 |                      |                    |
| 0  | 25                   | 50                              | 75                   | 100                |



# More of This, Less of That...

|   | Really Important | Somewhat Important | No opinion/<br>preference | Somewhat Important | Really Important |   |
|---|------------------|--------------------|---------------------------|--------------------|------------------|---|
| Development that brings more jobs to Matthews.  | 14%              | 49%                | 14%                       | 21%                | 2%               | Development that brings more residents to Matthews.                                 |
| Not concerned about access to a local transit system serving Matthews's residents and businesses. | 6%               | 2%                 | 20%                       | 15%                | 57%              | Provide a local transit system serving Matthews's residents and businesses.         |
| Affordable housing should be located elsewhere in the region, not here.                           | 11%              | 9%                 | 17%                       | 34%                | 29%              | Provide more affordable housing in the community.                                   |
| Remain a suburban community in the future.  | 29%              | 23%                | 11%                       | 20%                | 17%              | Become more urban in the future.  |
| Single-family detached, town home, or an apartment complex.                                       | 14%              | 9%                 | 12%                       | 51%                | 14%              | Mix of homes; single-family detached, townhome, apartment, accessory dwelling units |



# More of This, Less of That...

|   | Really Important | Somewhat Important | No opinion/<br>preference | Somewhat Important | Really Important |   |
|---|------------------|--------------------|---------------------------|--------------------|------------------|---|
| Shorter buildings that may take up more space on a lot or a parcel, leaving little space for anything else.   | 4%               | 12%                | 21%                       | 37%                | 26%              | Taller buildings that take up less space on a parcel and provide opportunities for <b>open space</b> or site amenities.               |
| Homes on larger lots that provide “private” open space for homeowners   | 14%              | 20%                | 17%                       | 29%                | 20%              | Homes on small lots and a substantial increase in the amount of nearby public open space accessible to residents                      |
| Not interested in new or different development types, patterns, or intensities regardless of opportunities to improve the town's financial position | 9%               | 3%                 | 14%                       | 40%                | 34%              | Interested in a mix of development types, patterns, or intensities in specific areas if it can improve the town's financial position. |
| I prefer a place within the community where residents drive for all their day trips in a day or week.   | 6%               | 0%                 | 8%                        | 29%                | 57%              | I prefer places within the community where residents can switch at least one trip per day or week from driving to walking or biking.  |



# Intended Growth Areas

## Map Legend

- CPCC Campus & Surrounding Areas
- Entertainment District
- Former Family Dollar Corporate Campus
- US Highway 74 Commercial Area
- Downtown Matthews
- Novant Health Matthews Medical Center
- Silver Line Station Areas (Proposed)



## Takeaways

### Most **Wanted** Growth Areas

- Entertainment District
- Proposed Silver Line Station Areas
- Downtown
- US Highway 74
- Novant Health Medical Center

### Most **Unwanted** Growth Areas

- CPCC Campus (John St. traffic concerns)
- Proposed Silver Line Station near Galleria Station



# Character Area Types



After weighing in on the future growth areas for development, participants were asked to decide on what type of development they preferred. The images on the wall were a wide variety of commercial, industrial, residential, and mixed use development types at different scales. Participants were instructed to put green dots on the images they most liked, yellow on the maybes, and red on no. The results of the exercise are outlined in the following pages.



# Downtown Mixed-Use Character



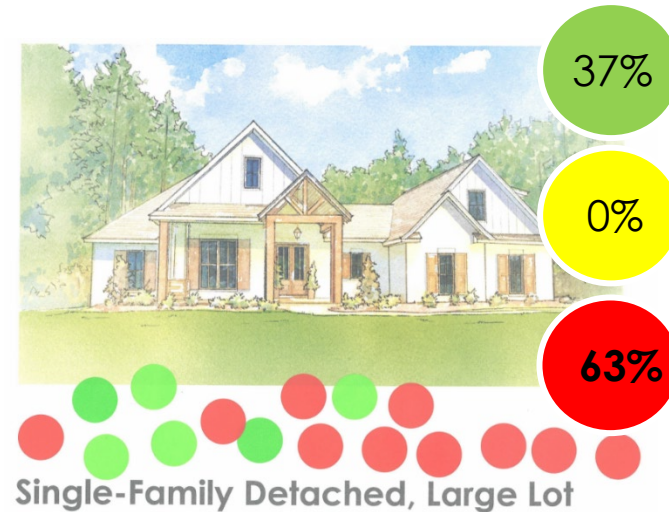
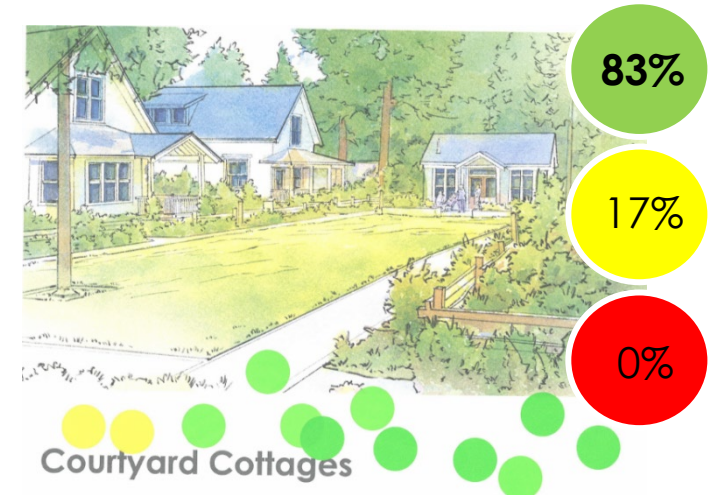


# Mixed Use Character





# Residential Character



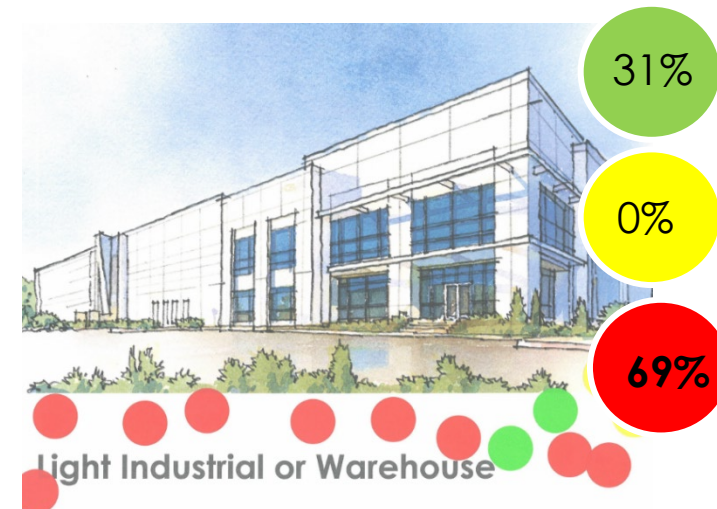


# Commercial Character





# Industrial Character



# Postcards



Dear Matthews,

I love the Small town Charm — please hold on to that as ~~it~~ grows. Continue to host family-friendly events that gives local and small artists to live their dream + entertain. Matthews is a gem!



1. Rooftop patios

2. ~~increase the size of the farmers market~~

Increase the size of the farmers market! :)

3. "Social District" downtown area where you can respectfully walk around with open container

4. Another space that has outdoor ~~bar~~ turf where parents/families can hang out (similar to Beer Temple) but a restaurant.



5. Love that Matthews is mostly local product & businesses. Would love to increase more locally owned shopping.

6. Inspire a craft/hobby space for anyone to expend their skills



# Junior Planners

Envision Matthews

